

ABSTRACT OF THE DISCLOSURE

A moving-picture data reproducing system judges whether the user is qualified or unqualified and whether or not the picture data includes toll information as electronic watermark. If the picture data includes toll information and the user is unqualified, 5 B-pictures are removed and preceding I- or P-pictures are delivered instead of the removed B-pictures. The reduced picture data has unsmooth motion and urges the user to subscribe the content service of moving-picture data.